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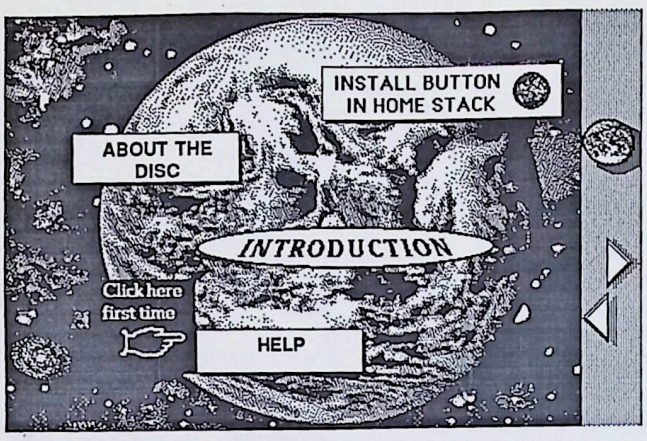

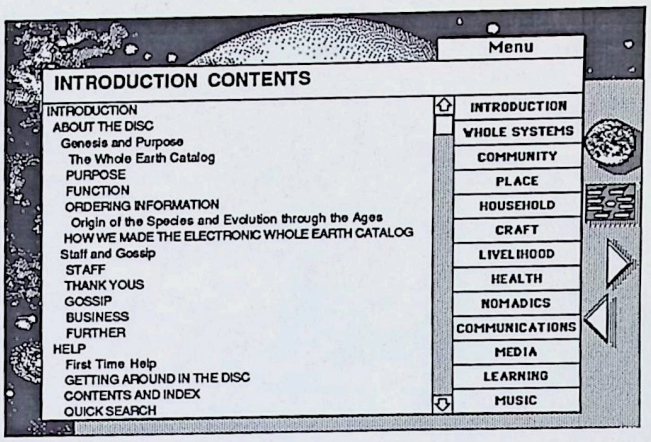

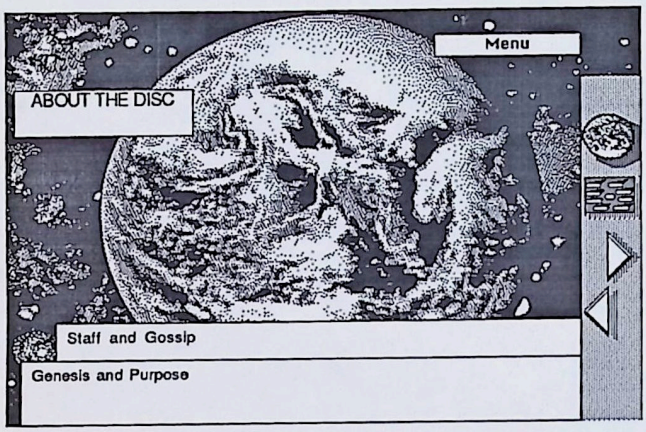

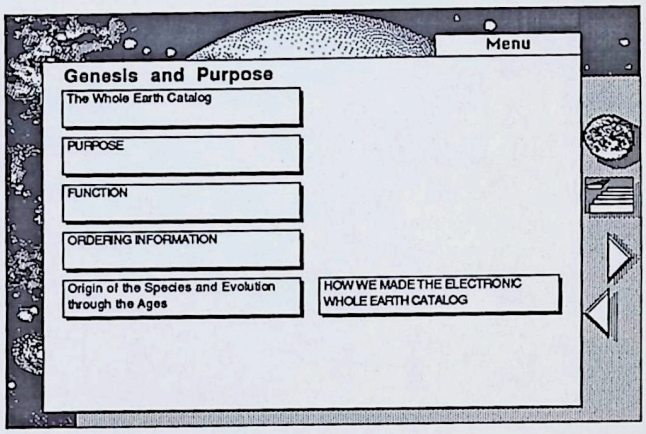

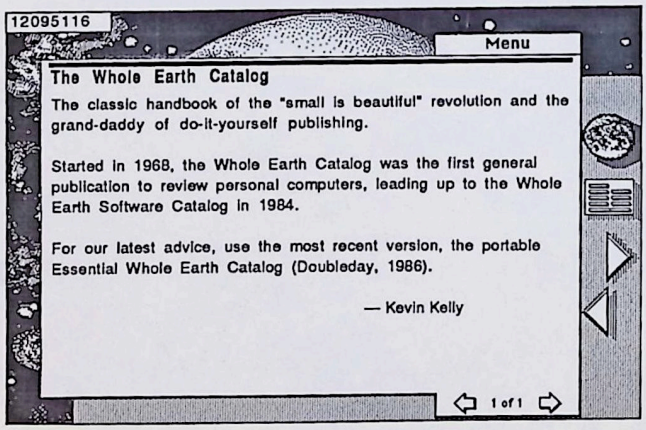

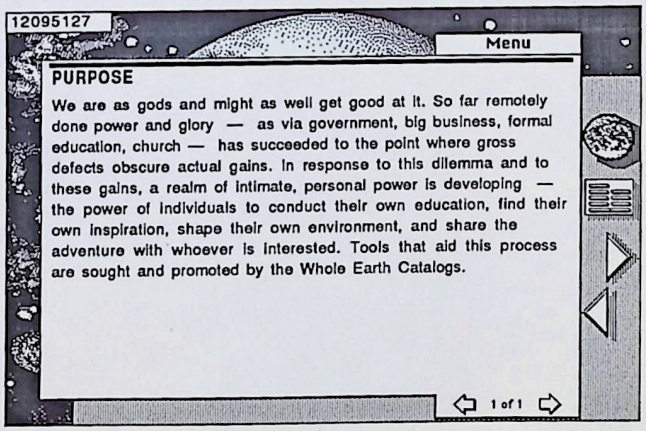

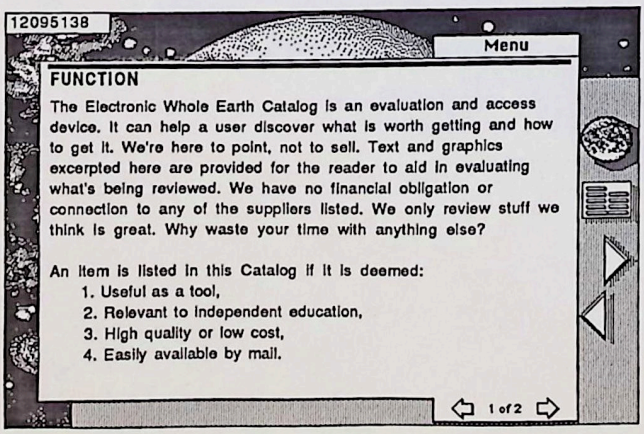

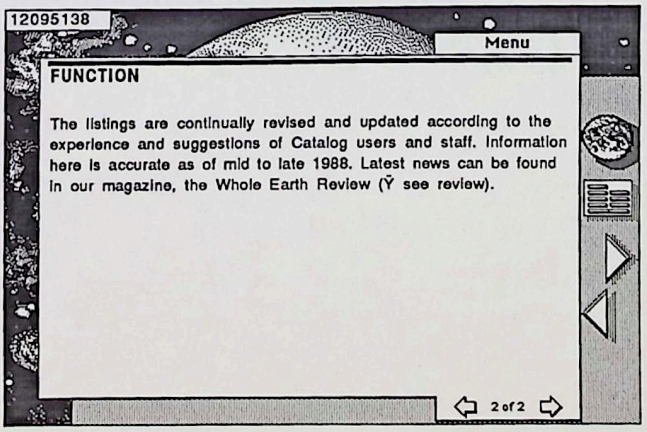

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ORDERING INFORMATION

Order items from the Electronic Whole Earth Catalog directly from the supplier or publisher. Do not order from us. We sell nothing but information.

Consider these points of mail order etiquette; they'll make shopping by mail more pleasant for you and for the companies you are dealing with.

1. Write legibly. Say what you want on the outside of the envelope. Writing "mail order" or "subscription order" will speed your transaction. You can usually request free information with an inexpensive postcard.

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ORDERING INFORMATION

2. Expect prices to rise. The prices shown here are accurate as of mid to late 1988. Prices will be greater if you are ordering outside of the U.S.

3. Don't order from the excerpts of the catalogs we've reviewed. Catalog prices go out of date quickly. Request their latest brochure to get the latest specifications and prices.

4. Include sales tax if the supplier is in the state you are ordering from.

5. Use the phone. Most companies will be happy to bill your credit card if you need something quickly. Even if you aren't in a hurry

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it's worth a phone call to check prices or to make sure what you want is in stock. Don't be shy to make use of a company's 800 toll-free number; they have bought one because it increases their business.

6. Use International Money Orders (IMO's) to send money abroad. You can get them at the post office. Don't send a personal check.

7. Be patient. It takes at least two weeks for your goods to arrive; four to six weeks is normal. Make a photocopy of your order before you send it.

8. Be gentle. If you need to complain, remember your goal is

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ORDERING INFORMATION

resolution, not revenge. If you are polite and specific, the person at the other end will likely deal with your problem sooner. Include your name and full address (with zip code) every time you write or call.

9. Be considerate. Don't send away for stuff just to keep your mailbox full. If something free is worth your writing for, it's probably worth including a stamped, self-addressed envelope (SASE). It guarantees a fast response.

10. You don't have to buy it. Don't forget libraries, user groups, and schools. Libraries can get you most any book in the world if you are willing to wait for the inter-library loan network to do its

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ORDERING INFORMATION

magic. They also have growing collections of videos, CD's, and tape cassettes. User groups have massive libraries of public domain software. Many schools have inexpensive adult education classes that afford you a chance to use and try out expensive equipment. And then there are friends . . . .

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ORIGIN OF THE SPECIES & EVOLUTION THROUGH THE AGES

by Stewart Brand

The Whole Earth Catalog got started in a plane over Nebraska in March 1968. I was on the way back to California from burying my father in my hometown in Illinois — a man who loved shopping in mail order catalogs. The sun had set ahead of the plane while I sat reading Spaceship Earth by Barbara Ward. Between chapters, I gazed out the window into dark nothing and slipped into a reverie about how I could help my friends who were starting their own civilization hither and yon with communes in the sticks. The L.L. Bean Catalog of outdoor stuff came to mind, and I pondered upon Mr. Bean's service to humanity over the years. So many of the problems I could identify came down to a matter of access: where

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to buy a windmill; where to get good information on beekeeping; where to lay hands on a computer (in those days no easy task). Shortly, I was fantasizing an access service. A truck store, maybe, traveling around with information and samples of what was worth getting and advice on how to use it and where to get it. And a catalog, continuously updated — in part by the users. A catalog that owed nothing to the suppliers and everything to the users. It would be something that I could put some years into. Amid the fever I was in by this time, I remembered Buckminster Fuller's admonition that you have about ten minutes to act on an idea before it recedes back into dreamland, so I started writing up the scheme in the end papers of Barbara Ward's book (never did finish reading it).

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One of the main things that drove me into business was ignorance. A liberally educated young man, I hadn't the faintest how the world worked. Bargaining, distribution, mark-up, profit, bankruptcy, lease, invoice, fiscal year, inventory — they were all a mystery to me and were usually depicted as sordid. That was then; tastes have changed, perhaps too far the other way. At the time, in fact, finances were not particularly on my mind. How To Make Money was not the design problem. (I'd heard and bought Ken Kesey's advice that you don't make money by making money: you have that in mind early on, but then you forget it and concentrate entirely on good product; the money comes to pass. Michael Phillips later stated it: Do what you love; the money will come.) The problem was How to Generate a Low-Maintenance, High-Yield, Self-Sustaining, Critical Information Service.

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Easy. You name what you know is good stuff and indicate exactly where to get it. You do this on newsprint, which costs half of the next-higher paper stock. Low overhead at every step. Employ stone amateurs with energy and enthusiasm. Build furniture out of scrap doors, light tables out of scrap plywood, work in whatever space you have. Pay your pros $5/hour (no raises) and the beginners $2/hour with $.25/hour raises every couple months — in 1968 that was good money. Employees fill out their own time sheets. If they get dishonest about that — or anything that hurts service — fire them. Spread responsibility as far as it will go, credit too.
What you're trying to do is nourish and design an organism that can learn and stay alive while it's learning. Once that process hits its stride, don't tinker with it; work for it, let it work for you. Make interesting demands on each other.

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By June 1969, we were being mentioned in underground papers such as the East Village Other. And then Nicholas von Hoffman wrote a full column on the Whole Earth Catalog that got syndicated all over the U.S. We were caught. We were famous. Of all the press notices we eventually got, from Time and Vogue to Hotchal in Germany to a big article in Esquire, nothing had the business impact of one tiny mention in "Uncle Ben Sez" in the Detroit Free Press, where some reader asked, "How do we start a farm?" and Uncle Ben printed our address. We got hundreds and hundreds of subscriptions from that. We hired more people. Deposits at the bank were more frequent. The bank officers got more polite.

In September 1969, as I was driving up the hill from Menlo Park to

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work (Catalog production was in a garage in the hills), it suddenly hit me that I didn't want to. Instead of golden opportunity, the publication was becoming a grim chore. I considered the alternatives of taking my medicine like a good boy or setting about passing my job to somebody else. I'm sure I sighed unhappily. And then this other notion glimmered. Keep the job, finish the original assignment, and then stop. Stop a success, and see what happens. Experiment going as well as coming. We printed in the September 1969 Supplement that we would cease publication with a big Catalog, The Last Whole Earth Catalog, in Spring of 1971. Meanwhile, business was still growing. The morning mail was a daily, heavy Santa Claus bag.

Our stopping was primarily an economic experiment. Rather than

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do the usual succession things, we preferred to just cease supply and let demand create its own sources. Our hope was that those sources would be more diverse and better than we had been, or could have been if we had continued.

So, in June 1971, we had the Demise Party celebrating the self-termination of the Whole Earth Catalog, and all in all it was a rout. Fifteen hundred people showed up. San Francisco's Exploratorium staff had their museum weirding around us full steam. At midnight, Scott Beach announced from the stage that these here two hundred $100 bills, yes, $20,000, were now the property of the party-goers, just as soon as they could decide what to do with them. "Flush them down the toilet!" "No, don't!" "Give it to the Indians!" "Bangladesh!" "Our commune needs a pump or we'll all get

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hepatitis!" And so on. The debate lasted till nine o'clock the next morning, when a dozen remaining hardcore party-goers turned the remaining $15,000 ($5,000 had been distributed to the crowd at one wild point) over to Fred Moore, dishwasher. He later gathered people for other group decidings over what to do with the money. Most of the story, Rolling Stone's account, is in The Seven Laws of Money, by Michael Phillips.

After burning our bridges, we reported before the Throne to announce, "We're here for our next terrific idea." The Throne said, "That Was It."

In 1971 we had ceased making Whole Earth Catalogs forever, sincerely expecting that someone would quickly come along and

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fill the niche better than we did. Well, they didn't. The Last Whole Earth Catalog won the National Book Award in 1972 and continued to sell 5,000 copies a week with increasingly outdated information. (It also made about $1.5 million, against zero overhead. So I set up Point Foundation, and we gave the money away to assorted effective individuals.) We half-heartedly updated the "last" Catalog in 1973 and 1975 and added what amounted to Volume II in 1974: The Whole Earth Epilog .

Simultaneously we began a journal called the CoEvolution Quarterly (CQ). I had been wanting to call it "The Never Piss Against The Wind Newsletter," or perhaps "Making Circuit." I did have a formula in mind: we would print long technical pieces on whatever interested us — the opposite of the predigested pap in,

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say, Intellectual Digest. So the Spring 1974 CQ had Paul Ehrlich on coevolution, Roy Rappaport and Howard Odum on energy and culture, Sam Keen on spiritual tyranny, and a nice reception from readers. We had printed 5,000 copies of the 96-page Spring CQ and sold them all. The Summer CQ sold out 10,000 copies immediately; we had another 7,000 printed.

By Winter 1979, we had put out 24 issues of CQ. For years we resisted the standing temptation to do a new version of the Catalog because of the sheer labor involved. Then Art Kleiner, University of California/Berkeley journalism graduate, indicated that he would like to work with us. In the brutal/apologetic tones you would use asking someone to scrub the toilets, I said, "Art, how would you like to handle the compiling of a new Whole Earth

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Catalog? That includes working on the distribution deal and production and printing, as well as contacting all of the old listees for their recent information and making final sense out of the doubtless-conflicting evaluation messages from the editors."

"Sure," he said.

If Art was that brave, I guessed we could be. Then began the sift through everything in the Whole Earth Catalog, the Whole Earth Epilog, and 24 issues of CoEvolution Quarterly to identify, update, and assemble the best. New prices, new addresses, new covers, new excerpts (from catalogs and magazines), and often new reviews. Called The Next Whole Earth Catalog, it had 608

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folio-size pages, reviewed 3,907 items, and weighed 5 1/2 pounds. Before the ink was dry on the first 1980 edition, work began on a second edition that appeared in 1981.

By 1983 the personal computer market was booming. John Brockman, our literary agent in New York, suggested we ought to do a Whole Earth Catalog of software. A few months later an eight-page proposal netted Point the biggest advance for a nonfiction paperback book in history — $1.3 million. That project saved a struggling Whole Earth operation, and also nearly destroyed it. To meet the size and schedule of the project, Whole Earth staff more than doubled, and a raft of new people brought with them from the computer business different salary expectations than we were used to in the humble magazine business. Software turned out to

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be vastly more difficult to review than books — everything important is deeply hidden. Then I made the mistake — the biggest in our history — of assuming that a computer magazine would be the way to work into the book, the way CoEvolution had always served the Catalogs.

The Whole Earth Software Review ("The Magazine of Fine Computing") came out in Spring 1984 in full color and Readers' Digest size, with no ads (as usual), and expensive promotion. It died ignominiously with the third issue in the midst of a personal computer market bust. Meanwhile, editor Barbara Robertson assembled an innovative and eclectic, masterly book in the Whole Earth Software Catalog. It got great reviews, and it sold some 150,000 copies, which is outstanding in usual terms but poor in

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terms of its advance. In 1985 we brought out a wholly revised and updated Version 2.0 of the Software Catalog, and quit. We had spent the $1.3 million advance making the book, and no more money would come in from sales.

Right idea, wrong medium. Personal computer software moves much too quickly to be reviewed usefully in books.

Wrenching as it was, the Software Catalog venture carried Whole Earth into a new and fruitful watershed. It brought us computer technology early and deep. It brought us Kevin Kelly, an information addict who was hired to edit CoEvolution while the rest of us wrestled with the computers. It encouraged me to take the hell off on sabbatical (to Africa, MIT, and Royal Dutch/Shell in

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London) and only come part way back. Kevin sharpened the editorial edge ofCoEvolution (by then renamed Whole Earth Review) and restored Point's ravaged finances.

By 1986 Kevin and crew were ready to try a new version of the old Catalog. The Essential Whole Earth Catalog was a wonder of close-packed information, edited by the same J. Baldwin who was the senior editor of this CD. It was solid proof that Whole Earth was healthy and ready to take on a new generation of tool evaluation, in new directions, with new textures.

By 1987 Kevin and Apple Computer were discussing a possible collaboration, using Whole Earth material as a demonstration of the capabilities of a new kind of software that had been developed

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by one Bill Atkinson. Bill called it "Wild Card"; it would soon hit the market as "HyperCard" — the lauded New Thing in personal computers that year. Not apparent at first was that HyperCard could be a splendid front end and authoring system for the vast reaches of data storable in CD-ROMs, but that was Apple's plot all along, and we were becoming part of it. With money and the loan of people such as Tim Oren from Apple, parts of The Essential Whole Earth Catalog were rendered into ROM and demoed to the public with the announcement of Apple's CD-ROM machine.

At this point Doug Carlston bought in. Doug had been on Point's Board of Directors for years, and he had been considering how to get his software company, Brøderbund, into the CD-ROM business. With luck, The Electronic Whole Earth Catalog might be the first in

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a long list of electronic titles from his shop.

For us at Whole Earth the attractions of CD-ROM were multiplying. First was the lure of exploring a new medium. We had pioneered "desktop publishing" fifteen years before most of the world, and we yearned for the old freedom of working in a form not yet burdened by accepted practices. Then came the size problems. That 5 1/2 pound Next Whole Earth Catalog showed us we couldn't get any larger in print. It made a dent in your chest to read in bed. But cutting out good stuff — good products, good quotes from books and magazines, intriguing side issues — grieved us constantly. In CD-ROM we found a medium which was both larger and smaller in just the right ways. We could jam in all the good stuff, and the "book" would fit in a jacket pocket.

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Because our books had always been self-produced, we were accustomed to a level of cross-reference not possible in most books. With HyperCard we could at last pursue cross-referencing a whole dimension further: all the related pieces of information on the disk could know about each other. Best of all, many of those pieces of information could be sound! Being able to randomly access and sample sound was not only new to books, it was new to the audio industry. We would be first out with a catalog that let you shop with your ears. Our inability to cover music well had always frustrated us.

With CD-ROM, the Whole Earth Catalog, was getting to become more of the tool it had wanted to be since 1968. It's a significant step toward . . . Well, how about an electronic Whole Earth Truck

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Store that drives up in front of your virtual door with every great tool in the world in it, ready to be tried, borrowed, purchased, learned from?

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HOW WE MADE THE ELECTRONIC WHOLE EARTH CATALOG

***** The design of the Learning Disc was roughly sketched out in two brainstorming meetings at Apple in the winter of 1986. The goal was to use Bill Atkinson's Hypercard (then called Wildcard) to advance five centuries of book evolution and improve nineteen years of Whole Earth cataloging experience into a digital medium. A prototype layout was agreed on by early spring, 1987. In the meantime Hypercard was being perfected and debugged while we experimented with its potential. On July 1, 1987, the pilot program began in earnest.

The Essential Whole Earth Catalog's Compugraphic typesetting files were translated into Macintosh text by a local typesetting outfit. The text of two thousand items in the Catalog reduced to a

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HOW WE MADE THE ELECTRONIC WHOLE EARTH CATALOG

fistful of 3-1/2" disks.

Tim Oren, one of Apple's ace programmers, devised a software jig to cruise along the text file in the manner of genetic RNA and clip off each review as an individual unit, while removing the old typesetting codes. Next he constructed a "Scaffolding" program using Hypertalk, the programming language in Hypercard itself, to mark up and move the raw Catalog text . The Scaffolding would automatically generate a clump of cards with a predetermined series of backgrounds so that the human cardpaster could put each component of the review onto the appropiate card. This was one of the more labor-intensive tasks. By this point there were thousands of Hypercard cards, in no particular order.

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HOW WE MADE THE ELECTRONIC WHOLE EARTH CATALOG

Tim wrote another HyperTalk program - dubbed "The Dismantler" - that shuffled the cards into eleven piles or Domains. Within these Domains they were re-ordered employing the content page of the Scaffolding. The cards (only text at this point) were now in their "canonical order," which is the order they have within Hypercard, but not neccessarily the sequence the user sees.

At the same time, the images from the Catalog were digitized and pasted onto cards by a small team who rapidly became skilled cardpasters. Excerts of music, bird songs, and book readings were also recorded on audio tape cassettes and added to the mix.

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HOW WE MADE THE ELECTRONIC WHOLE EARTH CATALOG

The vital links between adjacent cards were done semi-automatically by the Scaffolding. The cross-reference links between clusters were done by hand, one by one. The most arduous chore in every large publication we've done, including this one, is the nailing down of niggly loose ends, which usually amount to a quarter of the total effort. Exceptions, typos, one-of-a-kinds, and organizational misfits consume a large portion of this type of database construction. Counting start-up time on the learning curve, editing, reorganizing, keyboarding, digitizing graphics, digitizing sounds, proofing, design, linking cross references — in short all the needed work, it comes to more than an hour per final card, this not even including programming time.

— Kevin Kelly

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Staff and Gossip

STAFF

THANKYOUS

GOSSIP

BUSINESS

FURTHER

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STAFF

Senior Editor:
J. Baldwin

Editors:
Jeanne Carstensen
Jonathan Evelegh
Richard Kadrey
Candida Kutz
Richard Nilsen

Production Editors:
Keith Jordan
Candida Kutz
Hank Roberts

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STAFF

Project Manager:
Keith Jordan

Product Manager:
Joanne Bealy (Brøderbund Software)

Programming:
Mike Coffey (Brøderbund Software)
Tim Oren (Apple Computer)
Jack Trainor (Brøderbund Software)

Graphic Design:
Kathleen O'Neill
Mark Falgenbaum

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STAFF

Sound Digitizing:
Jonathan Evelegh

Graphic Digitizing:
Laura Benne
Mark Falgenbaum
Dick Fugett

Access Updating:
Lisa Geduldig

Keying:
James Donnelly
Christel Sweet

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STAFF

Marketing:
Ruth Friedman (Brøderbund Software)
Richard Schauffler

Software Testing
Brøderbund Quality Assurance Department

Special thanks to:
Mark Zimmerman for the Texas Search Engine

Whole Earth Booklet:
J. Baldwin
Kathleen O'Neill
Keith Jordan

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STAFF

Inception:
Stewart Brand
Kevin Kelly
Mike Liebhold (Apple Computer)
Tim Oren (Apple Computer)

Original Design:
Kevin Kelly
Kathleen O'Neill
Tim Oren (Apple Computer)

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STAFF

Additional help from:
Paul Blankenship
David Burnor
Paul Davis
Richard Ditzler
Cindy Craig Fugett
Katherine Gall
Art Kleiner
Pat Oren
Robin Gall Ramsey
Elaine Richards
Susan Rosberg
Don Ryan
Susan Erkel Ryan
Ramon Sender Barayon
Lori Woolpert
The WELL

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THANK YOUS

Thanks to Brøderbund Software:
Doug Carlston
Richard Whittaker
Harry Wilker

And thanks to the folks from Apple:
Steve Cisler
Fabrice Florin
Ted Kaehler
Carol Kaehler
Alan Kay
Sioux Lacey
and especially to Bill Atkinson

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GOSSIP

***** needs updating ***

Most of the staff involved in bringing this disc to birth have full time jobs at something else.

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BUSINESS

Prior to this project, software development was one snake pit which we at Whole Earth had not yet entered. I am happy to report that we did make it out the other side — but, sorry to say, we were not un-bit.

This project was in two general phases. First we developed a full scale demonstration version of the Catalog on CD-ROM, a project financed by Apple Computer. The pressure to have this ready to accompany the introduction of Apple's CD-SC drive and the freedom of not having to have the disc editorially complete (since it was only for demo purposes) allowed us to complete phase one on time and at a profit.

Phase two was the development with Brøderbund Software of the

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BUSINESS

commercial product which you are now using — the Electronic Whole Earth Catalog. We tried to build a good deal of fat into the budget, knowing that things would go wrong. Things did go wrong, but ultimately the biggest problem was just getting all of the material editorially up to date, and massaging the editorial material to make it fit well into the new electronic medium. As we have always known, editorial detail work takes time, and that extra time, along with a variety of technical problems meant that phase two came in way over budget: an actual loss of over $10,000: not even covering all of the direct expenses for that phase of the project and making no contribution at all to Point Foundation's general overhead expenses.

A brief financial statement is next, followed by additional notes.

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BUSINESS

	Apple Phase	Brøderbund Phase
INCOME:		
Payments Received	107,000	110,000 (Note 1)
EXPENSES:		
Payroll (2)	41,504	99,445
Payroll Taxes	5,395	12,928
Direct Expenses (3)	1,965	6,871
Contributors (4)	0	1,318
Toward Gen'l Overhead (5)	23,407	0
	---	---
Total Expenses	72,271	120,562
Profit (Loss)	34,729	(10,562)

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BUSINESS

NOTES:

(1) Nearly all of Brøderbund's payments were in the form of an "advance against royalties." This means that if this CD-ROM is staggeringly successful Point will begin to receive additional payments once royalties due to us exceed the amount we have been advanced. This should begin to happen after 7,000 or 8,000 discs have been sold.

(2) Payroll was obviously our biggest single expense. Point's contribution alone represents approximately 12,500 hours work — and this does not include the hours of the people provided by Apple Computer and Brøderbund Software.

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BUSINESS

(3) "Direct Expenses" is for phone, postage, additional rent for this project, blank diskettes, etc. It includes some hardware expenses, though most of our hardware was provided by Apple and Brøderbund.

(4) "Contributors" is money paid to authors of reviews and articles — a small amount for this project since nearly all the material was either reprinted from from recent Catalogs or written by editors working on this project on an hourly basis.

(5) What keeps Point Foundation afloat is that all its various projects together contribute enough toward "General Overhead" to pay for rent, heat, bookkeeping, phone answering, etc. A zero next to this item for phase two means we really did lose money.

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FURTHER

The large volume of useful news in this disc is a result of our on-going publishing efforts. Beside this hi-density CD-ROM, we also publish a quarterly magazine, occasional books, a weekly newspaper column, and operate a 24-hour electronic meeting house, called the WELL (Whole Earth 'Lectronic Link).

Our magazine, the Whole Earth Review, is 144 pages of unusual news, personal recommendations, unorthodox technical reports, and hard-to-find information. Much of what appears on your sceen surfaced first in WER. Much of what will appear in future issues will come from people like you. We are a reader supported magazine: we carry no display advertising, and so are beholden to no one except our readers. We pay for anything we publish,

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FURTHER

including suggestions. Subscriptions are $20 per year (four issues). Send to: Whole Earth Review, 27 Gate Five Road, Suasalito, CA 94965. Electronic mail can be sent to kk on the WELL, or Art Kleiner on Compuserve.

The WELL is a regional teleconferencing system operating in the San Francisco Bay Area. It is an on-line community, accessible from anywhere in the country, that meets for discussion on more than 100 different topics ranging from drugs, politics and parenting to computers, music and philosophy. You need a modem to log on. Call 415/332-4335 to talk to a human for more information, or call 415/332-6106 to link your computer with ours.

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Menu

FURTHER

Material that has run in our magazine has a good chance of making its way into our cumulative Catalogs or our weekly column in the San Francisco Chronicle.

Our two newest books were/will be published by Harmony Books, a division of Crown Books in late 1988 and early 1989. The first is called "SIGNAL — A Whole Earth Catalog: Communication Tools for the Information Age." The second is a full book treatment of our best selling issue, "The Fringes of Reason," which dealt with strange beliefs and eccentric science. SIGNAL is $16.95 and FRINGES will be $14.95.

— Kevin Kelly

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HELP

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First Time Help

GETTING AROUND IN THE DISC

Click here first time

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MORE ABOUT QUICK SEARCH

12114676

Menu

GETTING AROUND IN THE DISC

This section will explain how to get around in the Electronic Whole Earth Catalog. Don't be afraid to play around with the different buttons and explore — there's no way to harm the contents of the disc.

If at any time you feel completly lost just click on the WHOLE EARTH CONTENTS button and you will be returned to the TABLE OF escape hatch. at the beginning of the disc. Think of it as your

Click here

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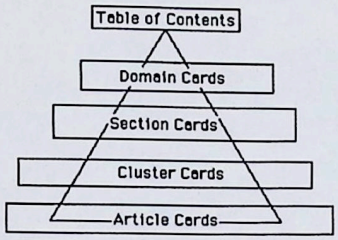
Menu

GETTING AROUND IN THE DISC

The disc is organized in a hierarchy as shown by this pyramid.



Click here

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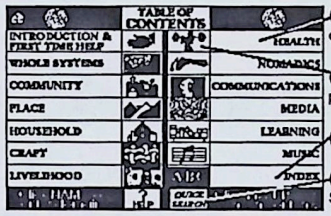
Menu

GETTING AROUND IN THE DISC

There are four ways to get into the disc, all accessed through the main TABLE OF CONTENTS:



(1) Clicking Domain name on contents card

(2) Clicking Domain picture on contents card

(3) Clicking on Index

(4) Clicking on Quick Search

Click here

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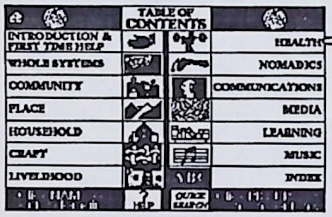
Menu

GETTING AROUND IN THE DISC

This is the Whole Earth TABLE OF CONTENTS. Each name on the card represents a general area of interest called a Domain. A click on the Domain name takes you to that Domain.



Click here

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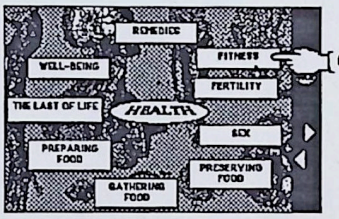
Menu

GETTING AROUND IN THE DISC

This is the DOMAIN card. Clicking on any Section title on the Domain card will take you to that Section.



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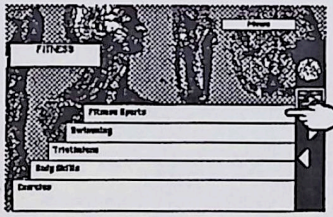
Menu

GETTING AROUND IN THE DISC

This is a SECTION card. Clicking on any of the names takes you to a Cluster of articles related to the topic you've chosen.



Click here

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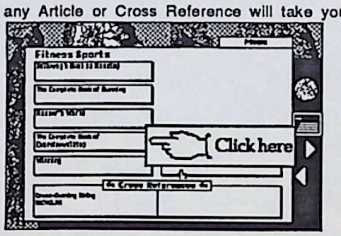
Menu

GETTING AROUND IN THE DISC

This is a CLUSTER card. It lists individual Articles on a specific subject. Cluster cards also feature CROSS REFERENCES to related information in other Domains, Sections and Clusters. Clicking on any Article or Cross Reference will take you there.



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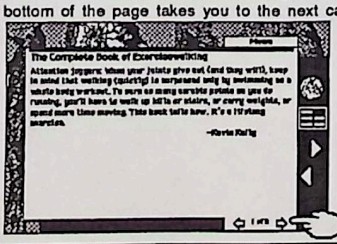
Menu

GETTING AROUND IN THE DISC

What follows is a representative ARTICLE. Articles are at the bottom level of the pyramid, and they consist of four kinds of cards. This is a REVIEW card. Clicking the PAGE TURNER at the bottom of the page takes you to the next card of this Article . . . .



Click here

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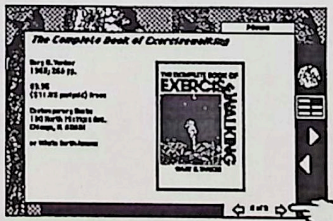
Menu

GETTING AROUND IN THE DISC

This is an ACCESS card. It is the part of the Article that provides ordering information. Click on the Page Turner to go to the next card in this Article . . . .



Click here

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Menu

GETTING AROUND IN THE DISC

This is an EXCERPT card. Most, but not all articles have them. It will contain text excerpted from the reviewed item. Click on the Page Turner to go to the next card in this Article . . . .

Click here

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Menu

GETTING AROUND IN THE DISC

This is a PICTURE card. Most, but not all articles will have one or more Picture cards. If this is the last card in an article, when the forward Page Turner is clicked you will be looped around to the first card of this Article.

Click here

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Menu

GETTING AROUND IN THE DISC

After you have looked at an Article, you have several options as to where you may go. Clicking on the FORWARD button will take you to the next Article in this Cluster.

Click here

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Menu

GETTING AROUND IN THE DISC

Clicking on the REVERSE button will take you to the previous Article. The Forward and Reverse Buttons work in the same manner on each level of the pyramid — to the next Cluster when you are on a Cluster card, to the next Section when on a Section card, etc.

Click here

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Menu

GETTING AROUND IN THE DISC

Clicking the CARD button takes you back up a level to the Cluster card which contains this Article.

Click here

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Menu

GETTING AROUND IN THE DISC

Once back on the Cluster card you might choose another Article or Cross Reference, or as shown here you might click the Card button to move back up a level to the Section card.

Click here

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Menu

GETTING AROUND IN THE DISC

Once back on the Section card you might choose another Cluster to browse or, as shown here, move back up another level to the Domain card.

Click here

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Menu

GETTING AROUND IN THE DISC

Once back on the Domain card you can choose another Section to look at or, as shown here, click the WHOLE EARTH button and move back to the top of the pyramid, the Whole Earth Table of Contents.

Click here

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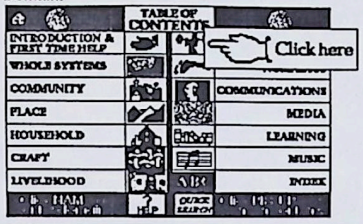
Menu

CONTENTS AND INDEX

From the Table of Contents another way to get into the disc is to click on the picture next to a Domain name. This will take you directly to a card with an outline listing of the contents of that Domain.



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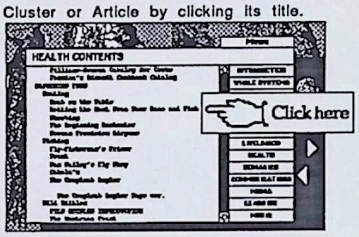
Menu

CONTENTS AND INDEX

From this Domain Contents card you may go to another Domain's Contents by clicking one of the Domain Name buttons on the right of the card, or as shown here you may go directly to a Section, Cluster or Article by clicking its title.



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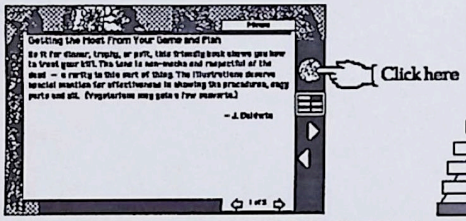
Menu

CONTENTS AND INDEX

So here we are at the sample Article selected. If we were really in the Domain you could now read the Article, but for now we'll click on the Whole Earth button to go back to the Table of Contents.



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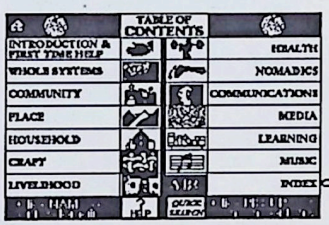
Menu

CONTENTS AND INDEX

The third way to get into the disc is through the Index. A click on the picture or word "Index," will take you directly to an alphabetic listing of the entire disc's contents.



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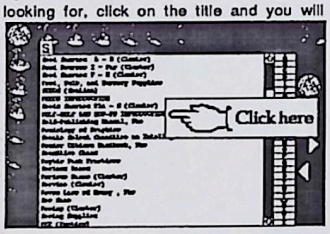
Menu

CONTENTS AND INDEX

Once in the Index, click on the letter corresponding to the alphabetic listing you want to see. These letters are shown on the right of the card. Use the scrolling field to find what you are looking for, click on the title and you will be taken to that item.



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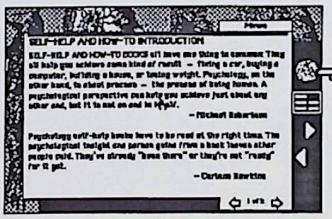
Menu

CONTENTS AND INDEX

If you were really in the Domain you could now peruse the Article that you had chosen, but instead we'll click on the Whole Earth button to go back to the Table of Contents.



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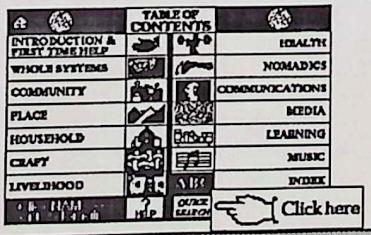
12114698

Menu

QUICK SEARCH

The fourth way to get into the disc is by using the Quick Search feature from the Table of Contents. It is also an option available from the Pull-Down Menu which is explained later in this section.



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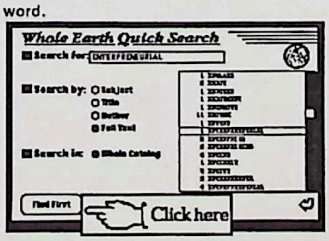
12114698

Menu

QUICK SEARCH

Once in Quick Search, type in a word you are looking for and all occurences of that word will be at your disposal. By clicking the Find First button you will be taken to the first occurence of that word.



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12114698

Menu

QUICK SEARCH

This card shows the word in context. The top of the card tells you the word you were searching for, the Domain of this particular occurrence, the total number of occurences and the title of the Article in which this occurrence was found. To see the next occurence of the word click the Go Next button.

Click here

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12114698

Menu

QUICK SEARCH

From here you may go to the next occurence, if there is any, or go directly to the card whose content is shown by clicking on the Go To That Card Button.

Click here

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Menu

QUICK SEARCH

At the end of this help section there is a more detailed explaination of the Whole Earth Quick Search.

Click here

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12114723

Menu

PICTURES AND SOUND

There are over 4000 digitized pictures in the Electronic Whole Earth Catalog and over 500 Sound buttons.

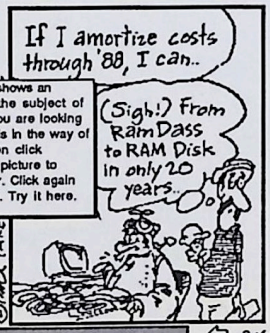
Here are a few things about these cards and buttons that you should know.

Click here

1 of 4

Menu

PICTURES AND SOUND



The picture card shows an illustration from the subject of the Article that you are looking at. If the caption is in the way of your viewing, then click anywhere on the picture to make it disappear. Click again to make it return. Try it here.

Click here

2 of 4

Menu

This is a full screen graphic. Minimum controls will be shown as well as a caption most of the time. The same clicking procedure will make these disappear and reappear along with the caption. After trying this click the page turner for information on sound.

Click here

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Menu

PICTURES AND SOUND

The musical note at the bottom of the page is a Sound button. When it is clicked a sound sample of up to sixty seconds will be heard. A click again on the button will interrupt the sound. If there is more than one button, then there is more than one sound sample to choose from. Now click on the button to hear the sound.

Click here

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12114712

Menu

THE PULL DOWN MENU

All cards below the domain level have a PULL-DOWN MENU presenting you with many options. Click on "Menu" to see the Pull-Down Menu; then choose the function you need and release the mouse. (Any greyed-out functions aren't available for the particular card you have on screen.)

- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
Contents
Index
Print Article
Print Order Form
Quick Search
Quit

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
Contents
Index
Print Article
Print Order Form
Quick Search
Quit

THE PULL DOWN MENU

The top area of the Pull-Down Menu locates your present position in the levels of the Catalog, in this case the "Toolmaking" Cluster in the "Tools" Section in the "CRAFT" Domain. Choose any level to go there.

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
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Quit

THE PULL DOWN MENU

"Help" brings you an on-screen description of the card you are looking at, as well as access to more in-depth Whole Earth Help and Hypercard Help.

Click here

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12114712

Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
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Print Article
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Quit

THE PULL DOWN MENU

"Contents" takes you to an outline listing of the contents of your current Domain.

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
Contents
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Print Article
Print Order Form
Quick Search
Quit

THE PULL DOWN MENU

"Index" takes you to the alphabetical index of the entire disc.

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
Contents
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Print Article
Print Order Form
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Quit

THE PULL DOWN MENU

"Print Article" will print all the cards of whichever Article you are currently viewing (this choice is greyed-out when you are not actually in an Article).

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
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Index
Print Article
Print Order Form
Quick Search
Quit

THE PULL DOWN MENU

"Print Order Form" allows you to create and print an order for the product described on an Access card (the choice is greyed-out on all other types of cards).

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
Contents
Index
Print Article
Print Order Form
Quick Search
Quit

THE PULL DOWN MENU

"Quick Search" activates that function, just as you'd expect.

Click here

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Menu
- WHOLE EARTH
- CRAFT
- Tools
- Toolmaking

Help
Contents
Index
Print Article
Print Order Form
Quick Search
Quit

THE PULL DOWN MENU

"Quit" will quit the Electronic Whole Earth Catalog and the Hypercard program.

Click here

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Menu

THE PULL DOWN MENU

Congratulations! You've now finished First Time Help. Now you can go back to the Section card and try moving around in the practice Articles, or click on the Whole Earth button to go back to the Whole Earth Table of Contents.

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Menu

MORE ABOUT QUICK SEARCH

With Quick Search you can find any single word in the entire text of the catalog and go to the particular card that contains it.

To Use:
Go to the Quick Search stack by clicking on "Quick Search" from the Whole Earth Table of Contents, or selecting "Quick Search" from the Pull-Down Menu.

The Search Card:
Type the word you want to find in the "Search For:" window, then press the "Find First" button. If Quick Search finds your word, it then goes to the Occurrence Card of Quick Search and shows the first occurrence.

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Menu

MORE ABOUT QUICK SEARCH

Index List:
However, if Quick Search cannot find your word, it displays the fifteen words alphabetically closest to your choice in the word list. The number to the left of each word is the total number of occurrences of that word under the current Quick Search settings. You can also use the scroll bar to change the contents of the word list.

Any time you see a word in the list that you would like to search for, just click on the word. Quick Search will center that word between the lines, and then show its first occurrence in the Occurrence Card.

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Menu

MORE ABOUT QUICK SEARCH

The Occurrence Card:
After Quick Search has found your word, it displays the text containing it with a Find box on your word. From there you can click on "Go to that Card" which will take you to that particular card in the Catalog.

To examine further occurrences of your word, click on "Go Next," or use the scroll bar beside it. To return to the Search Card, click the return arrow button in the lower left card.

Quick Search Settings:
By default, Quick Search is set to search the "Full Text" in the "Whole Catalog." If the word you want is in the Catalog, you can find it this way. However, the total number of occurrences

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Menu

MORE ABOUT QUICK SEARCH

for many words is quite large, and you will likely have to check many occurrences before finding the particular one you want. So if possible, it pays to limit your search to Titles or Author names, or to a particular Domain.

Search By "Title" or "Author": You can limit your search to just the titles of all Articles or all author names by clicking the radio button for "Title" or "Author."

Search By "Subject": Each article in the Catalog has two or three subject names associated with it. If you click the radio button "Subject," Quick Search will use the search word as a subject name and find articles that correspond to that subject. Since the

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Menu

MORE ABOUT QUICK SEARCH

subject names are somewhat arbitrary it is often easier to use the scroll bar to look through the index listing for subject names close to what you want.

Search In: When "Whole Catalog" is selected, Quick Search can locate your word in any of the Catalog Domains. To limit your search to a specific Domain, just click on the "Whole Catalog" button next to "Search In" and choose a Domain.

- Jack Trainor

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Menu

Practice Navigating

FIRST PRACTICE ARTICLE

SECOND PRACTICE ARTICLE

12097210

Menu

FIRST PRACTICE ARTICLE

This is the first article within the practice Cluster. There are three cards here, all of which are Review cards. Use the Page Turners to move through them. Notice how it wraps around from card 1 to card 3 when going forward, and from card 3 to card 1 when going backward.

1 of 3

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Menu

FIRST PRACTICE ARTICLE

While you are in this article, try out some other controls as well. Click on the CARD button to go back to the Cluster card, then come back here again.

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Menu

FIRST PRACTICE ARTICLE

Try clicking the Menu as well. You can choose any of the choices available from the Menu.

When you are done practicing in this article, click the Forward button to go to the second practice Article. (Actually, since there are only two articles in this cluster, both the Forward and Reverse buttons will get there because of wrap-around.)

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Menu

SECOND PRACTICE ARTICLE

This Article has four cards, one of each standard type. This is the Review card.

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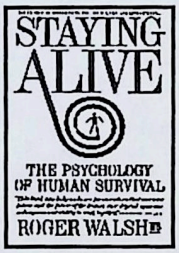
Menu

SECOND PRACTICE ARTICLE

This is an Access card. It normally follows the Review card(s). It has information on how to order the book or product reviewed and usually a picture of it.



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Menu

SECOND PRACTICE ARTICLE

This is an Excerpt card. When Excerpt cards are present, they will usually follow the Access card(s).

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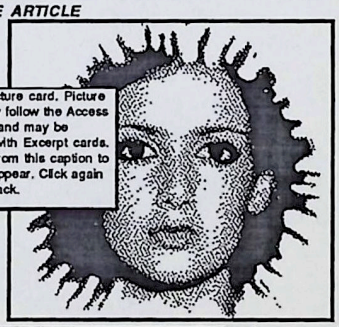
Menu

SECOND PRACTICE ARTICLE

This is a Picture card. Picture cards usually follow the Access information, and may be interleaved with Excerpt cards. Click away from this caption to make is disappear. Click again to bring it back.



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